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Here at WWCD (CD101 – Columbus, Ohio) we take great pride in our localization efforts throughout the year. As locally (and independently) owned and programmed radio station, we spend much of our efforts keeping our listeners "in the know" about local events, charities, and news.

Every hour, we have a series of pre-recorded PSA's we call "CD101 Connects Columbus." In each PSA, written by our interns and Promotions Director, we not only highlight certain events around the community (events sponsored by the local colleges and universities, for example), but also ways in which the public can benefit their community through volunteerism, monetary donations, participation, and awareness. The PSA's are voiced and produced by our disc jockeys (all in-house) and then given to the web-team to be added to our on-line Events Calendar.

WWCD also created the CD101 Green Team in 1993. For the past eleven years, The Green Team (made up of a group of station individuals as well as enterprising members of the public) has continued to give their time to environmental causes around Columbus and Central Ohio. From picking up the litter surrounding Griggs Reservoir, to preserving our adopted highway (State Route 33, between Lane and Fishinger Avenues), to eradicating unsightly graffiti from local structures, the Green Team is an all-year-round commitment of which we are very proud. The Green Team has its own section of CD101.com to keep the public updated on ways to help out the environment, as well as information on upcoming events, and a section of photographs from past events.

WWCD has a very large presence and pride around the community in the throughout the year when we are present at the Ohio State Fair, the local community festival (ComFest), Arts Festival, Via Colori Festival, and more. Our presence at the festivals is never without our Promotions Team, made up of station personnel and local interns, and is usually accompanied by a disc jockey performing a live-broadcast. WWCD is also present at each monthly Gallery Hop event. When possible, we have a disc jockey broadcasting live from the patio of a local tavern, and keeping people updated on the big monthly event where the Galleries stay open late and people can walk through the arts district.

Each December for the past 12 years, we have broadcast our Andyman-A-Thon, which is an event run by our Webmaster, Amy Diefenbach, and the wife of our owner, Wendy Vaughan, and hosted by our Program Director, Andy Davis. The Andyman-A-Thon is an event that directly benefits our efforts with our CD101 For the Kids Charity. In this yearly 48 hour event, our Program Director – Andy Davis – stays awake, hosting live broadcasts from local musicians, taking requests, auctioning off rock and roll memorabilia, and taking all of the monies raised and giving them to CD101 For the Kids.

The CD101 For the Kids is our Children's Charity, and the brainchild of Andy Davis. Monies are raised for CD101 For the Kids every year through the (previously mentioned) Andyman-A-Thon, local concerts (by both local and national musicians) throughout the year, on-air auctions, and an on-line Auction. The charity is an umbrella whose raised donations regularly benefit local charities such as: Ronald McDonald House, Kids N Kamp, Childhood League, Homeless Families Foundation, Children's Hospital, and others.

As an Official Weather Channel Forecast station, we keep our listeners on the cusp of emergency weather alerts. Once per hour, we let our listeners know the weather forecast at that instant, as well as the look ahead for the next few days. In situations of inclement weather, we keep the public updated when Snow Emergencies, Thunderstorm Warnings, Tornado Warnings, and Flood Warnings come into effect and change several times over the course of the hour until the threat has passed.

In addition to both our on-air and on-line notification of local events and causes, we also broadcast the "Grove City Report" every Sunday morning. This is a fifteen-minute program in which we highlight the big stories of the week for our home, Grove City. Although the station's base of operations is in the Brewery District of Columbus, Ohio, our tower is located just south of the city in the suburb of Grove City. We do this to thank the community of Grove City for allowing us to broadcast. This program is hosted by our late night disc jockey.

Our Morning Show host doubles as our News Director, and he regularly updates the public every morning (throughout the morning) on local and national news. Our Sports Director (and Morning Show co-host) comes to us directly from the local NBC affiliate, and he regularly attends local sports games, and has begun the highly popular Football Friday Morning show, in which a different local High School Marching Band comes into our studios each week during football season to perform, answer questions, and rally people to get to said High School's football game that evening.

In addition to our Football Friday Morning broadcasts, we keep a commitment to local efforts through local music shows like Frontstage 101. Frontstage 101 is a show, hosted by our Music Director, highlighting a local band every weeknight at 9pm. Not only is the band's music played, but also promotion of their upcoming shows is also given on the air. In the same vein, for two hours - twice a week, two of our disc jockeys host the Independent Playground. The Independent Playground showcases bands found on independent record labels, several of them coming from Columbus. They often have local bands in to play live in the studios, promote their shows and albums over the air, and often play selections from their CDs. We also have a Sunday night magazine show hosted by local music aficionado, Curt Schieber. Curt, with his hand on the pulse of Columbus music invites other local music heads in to talk about new music that often flies under the radar. When NHL Hockey is in season, (and games are being played) WWCD broadcasts all of the Columbus Blue Jackets hockey games on our airwaves, and we also have a disc jockey broadcasting live from the Nationwide Arena before every home game. We have also started a program (as NHL Hockey is not in session) to broadcast live before every Friday Ohio State University Men's Hockey game, keeping the public notified of Ohio State Men's Hockey, as well as interviewing the coach and players.

WWCD takes its local programming very seriously. We believe not only in the music we play and our employees, but the community as a whole. We understand that without the support our audience, we are nothing. Our localization efforts do not happen Monday-Friday 9am-5pm, but every minute of every day of every year.